

income-producing asset is professional skill and this is only the beginning.

The California income tax allows you *no credit for earned income*. The tax spenders who framed the law provided for depreciation of buildings and equipment; they ignored the fact that your professional skill is a wasting asset, and is so recognized in every other comparable state, as well as by the Federal Government.

You need not be reminded that, by denying the normal credit for dividends, the tax assesses a heavy penalty against any income you are fortunate enough to receive from invested savings. Nor have you failed to note, in making your first payments to the State income tax collector, that the total is distressingly higher than you were led to anticipate.

The Legislature next year, beyond any question of doubt, will increase the tax unless the voters of California take this direct power out of its hands.

Our physicians' Committee of Allied California Citizens asks your moral and financial support in accomplishing that objective. Proposition No. 2 on the State ballot takes from the Legislature the power to directly dip into wages, salaries and personal income from invested savings. It provides that no tax on personal incomes shall be imposed except by a vote of the people. And, finally, it repeals the personal income tax now in effect. You are invited to enlist in the fight to write Proposition No. 2 into the fundamental law of this state.

Funds are urgently needed to carry on the educational campaign in behalf of Proposition No. 2. The committee of your colleagues whose names appear on this letter, urge you to mail a contribution *now* to Allied California Citizens, 308 Sharon Building, San Francisco.

Enlist with more than your financial help. Do your part, in your circle of friends and acquaintances, by informing and arousing public opinion. Urge them to vote "Yes" on Proposition No. 2, November 3.

Physicians Committee, Allied California Citizens:

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## SPECIAL ARTICLES

### Health Exhibit:\* New York World's Fair of 1939

Plans for a great health center and permanent public museum of health and hygiene for the New York World's Fair of 1939 were announced September 6, with the formation of an advisory group representing city and national health and medical organizations.

In making the announcement, Grover Whalen, president of the Fair Corporation, said that health and medical science will be ranked as one of the most important phases of the Fair. Plans for the necessary buildings and exhibits are yet to be worked out, but both the Oberlander Foundation and the Carnegie Corporation have already pledged financial aid. Other grants are expected to provide a fund for retaining the exhibits as a nucleus for the permanent museum.

The committee, of which Dr. Louis I. Dublin will be chairman, will undertake a fivefold project involving the establishment of a permanent museum of hygiene such as the famous German institution at Dresden.

The five major objectives as announced are:

1. A complete coordinated health and medical exhibit, illustrating for public education the results of medical research, which would furnish during the Fair a nucleus for a large group of commercial exhibits of products related to health and afterward the nucleus of a permanent institution.

2. A model health village constantly demonstrating equipment and methods in daily use by individuals, families, and communities.

3. Emphasis at every appropriate point throughout the Fair of protective devices and services installed for the

benefit of the visitors, which illustrate with commercial advantage the value of the device.

4. Provision for a permanent health center.

5. A strict censorship of medical products and other things sold or promoted on a health basis. . . .

Secretary Calver has just returned from abroad, where he spent eight weeks visiting health museums and exhibitions to seek material for inclusion in the exhibits here. He brought back more than fifty exhibits from Germany, France, and England for consideration of the Fair committee.

The medical center and exhibits are being planned, it was explained by President Whalen, with the aim of presenting "the material, social and professional equipment now available to society for its health protection and promotion, and to provide a dramatic visualization of the brilliant possibilities for a humanity fully served with these facilities.

"Public health and medicine are deeply concerned with the future of individuals and the race. Their objective is aptly phrased by Doctor Dublin in the statement, 'If we could apply the knowledge we possess we could add ten years to the average life expectancy in America.'"

The health and medical exhibits, it was pointed out in Mr. Whalen's statement, will tell simply of the relation of the exhibits to the individual, with man himself as the central motif. In the exhibit, it is planned to have representations of:

"Models of the human embryo in its various stages of development.

"Formation of habits, nutrition and other problems of bodily and mental development in the early years of life, illustrated with common examples which the visitor may recognize from his own experience.

"Protective devices in school and playground, discovery and correction of defects, organization of the school for health and health teaching, posters, models, plays and programs prepared by the children themselves, would visually demonstrate the beginning of participation by the individual himself in his own health protection and promotion.

"Men and women in adult life, their hazards of occupation, personal hygiene, periodic examinations, accident prevention, responsibilities of parenthood, typical problems illustrated here with moving devices, and mechanical demonstrations, will carry along the dramatic story of man's inward struggle to survive and prosper in his modern environment. . . .

"A considerable section of the exhibit will be devoted to the early recognition of degenerative diseases, such as heart disease, cancer, nephritis, and diabetes. The fact that much may be done to prolong the lives of those who suffer from these diseases should alleviate the mental strain and stimulate sufferers to avail themselves of the skill of surgeons, the benefits of x-rays and radium, the relief afforded by insulin, etc.

"Dominating this section of man himself and visually summing up the health story of his life may be a life-size man, woman and child, all transparent (as was the transparent man at the Century of Progress), naturally posed and inwardly illuminated to furnish a brief lesson in gross anatomy and surrounded with working models of the heart, the lungs and other organs, so that the visitor can see 'how the wheels go round' and thus better understand the care of his body.

"Why do some people get sick and some stay well? The question of immunity affects all age groups. A special section of the exhibit may be set aside to deal with this little-understood problem. What we know about immunity, how it may be acquired naturally and artificially, its possibilities and limitations. This story has never been told wholly and understandably to the public. Working models showing the reactions of toxin and antibodies as they are now understood will provide a sympathetic understanding for immunization and vaccination services."

Other subjects to be included are: Air hygiene and ventilation; nutrition and the food supply; water purification and sewage disposal; municipal cleansing; noise—its cause, effect, and prevention; mental hygiene—what it is and how it serves; epidemiology and the disease detective; protein poisoning—the ragweed and its allies; the sagas of the health heroes of history; quacks, quackery, nostrums, fads, and fallacies; superstitions—old and new—relics of the medicine man.

\* The Golden Gate International Exposition, to be held in San Francisco in 1938, will also present a large health exhibit.